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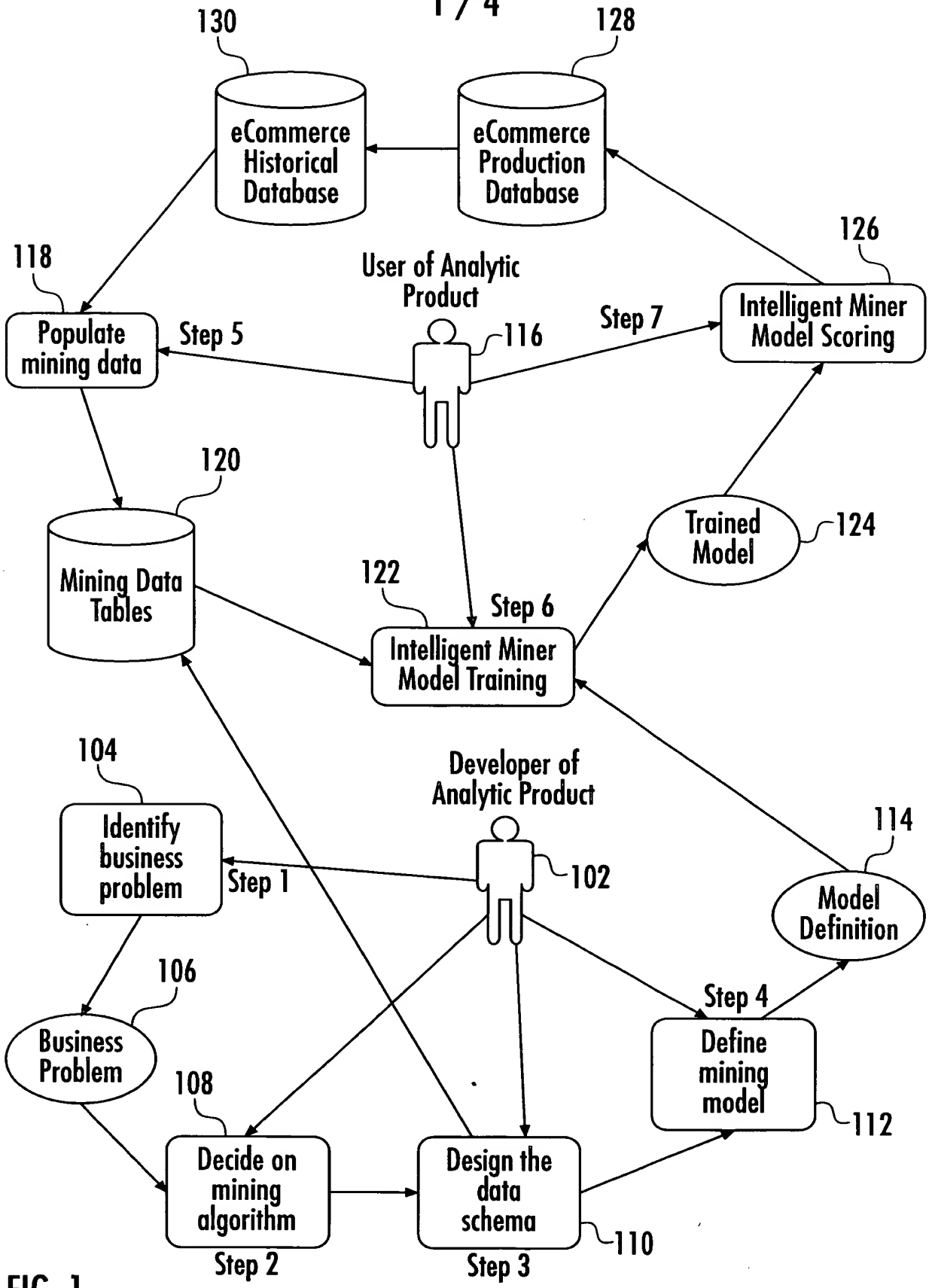


FIG. 1

Approved
KP
2/19/04

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| Data Element Name | Data Element Meaning or Usage | |
|---|---|---|
| shopper_id | Unique identifier for the shopper | 202 |
| income | Shopper's income rounded to the closest $5000 | 204 |
| age | Shopper's age rounded to the closest multiple of 5 | 206 |
| gender | Shopper's gender (M or F) | 208 |
| household | Number of household members | 210 |
| sales_revenue | Sales revenue contributed by the shopper to the closest $100 | 212 |

200

FIG. 2

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| Parameter Purpose | Parameter Name | Parameter Example Value | |
|---|---|---|---|
| Settings | Name | Shopper settings | 302 |
| | Mining function | Prediction - Radial Basis Function | 304 |
| Input data | Input data | Shopper data | 306 |
| | Optimized mining run for | Time | 308 |
| Mode parameters | Use mode | Training mode | 310 |
| | In-sample size | 2 | 312 |
| | Out-sample size | 1 | 314 |
| | Maximum number of passes | 4 | 316 |
| | Maximum centers | 10 | 318 |
| | Minimum region size | 5 | 320 |
| | Minimum passes | 2 | 322 |
| Input fields | Active fields | income, age, gender | 324 |
| | Supplementary fields | household | 326 |
| | Prediction field | sales_revenue | 328 |
| Quantiles | Generate quantiles | No | 330 |
| Output fields | Output fields | shopper_id | 332 |
| | Predicted value field name | Predicted sales_revenue | 334 |
| Output data | Output data | Output sales_revenue | 336 |
| Results | Results name | Prediction model for sales_revenue | 338 |
| | If a result with this name exists, overwrite it | True | 340 |

FIG. 3

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| 402 shopper_id | 404 income | 406 age | 408 gender | 410 household | 412 sales_revenue |
|---|---|---|---|---|---|
| 10,001 | 50,000 | 35 | M | 3 | 2,500 |
| 10,002 | 35,000 | 30 | F | 2 | 1,000 |
| 10,003 | 95,000 | 50 | M | 4 | 5,000 |
| 10,004 | 25,000 | 25 | M | 1 | 0 |
| 10,005 | 75,000 | 40 | F | 4 | 3,300 |
| 10,006 | 30,000 | 30 | F | 2 | 1,200 |
| 10,007 | 45,000 | 35 | M | 3 | 2,400 |
| 10,008 | 90,000 | 50 | M | 4 | 4,500 |
| 10,009 | 70,000 | 40 | F | 4 | 3,000 |
| 10,010 | 60,000 | 60 | F | 3 | 1,500 |

400

FIG. 4